

Generate Sales



Store 720 staffers, Orlando, Fla., discuss the merits of wearing sports clothes to work during the "Fun in the Sun" promotion. Left to right: Marie Wells, personnel supervisor; Robert Kees, manager; and Raymond Lowson, assistant manager.



Kresge shoppers review painting of the Bullies Art Society on the sidewalk "gallery" outside 739, Irving, Tex.



Scene Chase, foreground, and Sandra Schick greet shoppers amid boats, lawn furniture and beach accessories at the sidewalk promotion at 750, St. Petersburg, Fla.

Orange, Tex., 729—Warren Capone came to 729 as assistant manager after serving six months of active duty with the Marines. He replaced Clyde Stevenson who was transferred to 753, Phoenix, Ariz. Linda Fann, daughter of Manager Jerry Fann, will enroll for nurse's training this fall. The Kresge bowling team anticipates a trophy for its season's average.

Birmingham, Ala., 723—The employees enjoyed the store picnic held in July at Holiday Beach. The staff was hardly able to keep up with the many changes in management. Manager Ralph Waggett was transferred to 772, Birmingham, Ala.; John Worful, assistant manager, transferred to 610, Mt. Rainier, Md., as the manager; Donald Gantt became the new assistant manager; Russell Arnold became the new junior assistant and Thomas Crawford became the new trainee. Mr. Lewis Beatty from 570, Wyandotte, Mich., is the new manager.

Store 738 Wins Southern "Katy" Title

Chattanooga, Tenn., 738—The staff worked hard on the Katy Charge Contest and it paid off by making 738 top winner in the Southern region. Karl Smith received a promotion to assistant manager of 772, Birmingham, Ala. A party was given for Jerry Hopkins, stockroom manager, who transferred to 764, Las Vegas, Nev.

Irving, Tex., 739—The Dallas Art Society put on an exhibition in Plymouth Park and used the sidewalks as galleries. 739 profited from the many people who attended and later shopped in the store. Employees set up a platform in the front area of the store and featured a style show of Kresge apparel. Frances Clayton, bookkeeper, narrated each afternoon show. New Assistant Manager Jim Love was welcomed by the staff.

"Fun in the Sun" at 744 Brings Charge Accounts

Oklahoma City, Okla., 744—Over 1,000 new charge accounts were opened in the week-long combined "Fun in the Sun" promotion and charge contest. Customers curiously asked why dollar bills were dangling from employees' laps. Many bought so many purchases that they ended up using their "courtesy charge" before going home. The three staffers who solicited the most charge applications were Sophie Howell, fountain; Retha Goeh, electric department head, and Beulah Wilson, cashier. All during the week employees donned sportswear and casual clothes. On the mall, in front of the store, lawn furniture and barbecue grills were displayed. The Kresge bowling team wound up the season in second

place after holding first place until the last three games. Baton Rouge, La., 748—The winning team of the basketball contest was served a Saturday morning breakfast by the losing team. Those receiving the breakfast were winning members Lela Lord, Lorin Bensat, Ann Lott, Bernice Gentry, Emma McMorris. The staff welcomed Howard Fabous as junior assistant manager and hoped he would stay with 748 for a long time.

St. Petersburg, Fla., 750—Customers and employees enjoyed a lot of fun and sun in the store's "Fun in the Sun" promotion. A sidewalk promotion with models made a wide display of boats, beach toys and patio furniture interested the customers. Many ice cream sandwiches and submarine sandwiches were sold to hungry customers. The staff had its own "Fun in the Sun" when it went for a picnic at Seaboard Skyway Park.

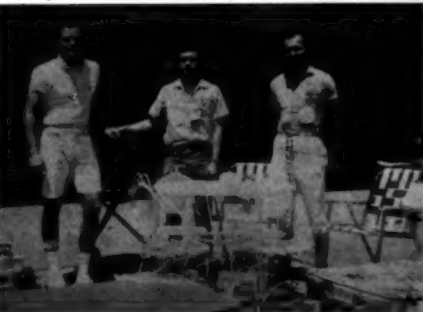
Bloomington, Ind., 1074—Kresgeites welcomed a new junior assistant manager, Roy Sims, who came from 14, Wheaton, Md. The former junior assistant manager, Kelvin Harp, was transferred to 172, Washington, D.C. The staff wished both of these men luck in their new stores.

Hawthorne, Calif., 718—The California temperature is in the upper registers, the sun is everywhere and swim suits and barbecue items are selling at 718. Many staffers have returned from vacations and are busy telling their experiences. Assistant Horace Coon and Betty Faulkrod have transferred to 709, Tustin, Calif. Staffers at 718 wish them success in their new surroundings.

Phoenix, Ariz., 722—Co-workers visited David MacGregor back on his promotion to assistant manager of 753, Phoenix, Ariz. Madeline Savaris is now head of departments 41, 7 and 24, while Peggy Lynch has been promoted to department head of 26 and 36. The stockroom, managed by Wilbur Brockman, received a 100 percent efficiency check during the latest complete store check.



Personnel supervisor Edna Schencko cuts the birthday cake while Manager Russell E. Nasse looks on during the singing of "Happy Birthday" to one-year-old 751, Tucson, Ariz.



Adding to the town display for the "Fun in the Sun" promotion at 744, Oklahoma City, Okla., are casually-dressed staffers. Left to right: Mike Lyster, William Hurn and Joseph Richards, assistants.

Come One, Come All

This was the invitation sent by Arnold Wagstaff, assistant manager of 582, Bloomfield, N.J., to all managers and assistants of Kresge stores in northern New Jersey. Reporting the affair, Assistant Wagstaff wrote:

"I and my two sons arrived early and set up tables before the others came. The early comers included Manager and Mrs. Arthur Canine, 562, Bloomfield; Manager and Mrs. Leonard Schaefer, 606, Morristown; Assistant Manager and Mrs. Bruce Conant, 362, Montclair; Assistant Manager and Mrs. Joe Ruhland, 75, North Plainfield; and my wife.

"We waited an hour and a half for Gene White, assistant manager of 111, Irvington, who was bringing his fiancée and Manager and Mrs. John Reilly, 111, with him. Mr. White had decided to take a short cut! When the bloodhounds finally tracked him down on the other side of the mountain, we were ready to cut.

"While Len Schaefer and Art Canine did the cooking, Jack Reilly heated bottles for the babies, I guarded the drinks, Joe Ruhland and Bruce Conant played with the children, Gene White held hands with his fiancée and our wives sat in a circle and complained of the hours we husbands put in at work.

"In the afternoon we had contests. The hardest part was making sure that everyone was a prize. Paul Reilly won the 'dead horse'

race. He didn't even move from the starting line! Len Schaefer, Jr. and his brother Scott won the 'three leg' contest. The Ruhland boys took honors in the foot races while the Wagstaff boys ate the most ice cream. John Reilly, Jr. was awarded the 'getting the most dirty' prize while Ann Marie Canine and her sister Sheila were tops in the 'rally' race. Gene White won the 'hand holding' contest. A man who really worked for his prize was Manager Reilly who won the 'Endurance' contest by making 23 trips to the restrooms with the children!

"To patch off the afternoon we had an exciting game of baseball—seven vs. baseball. Manager Art Canine was tagged out of home plate four times because he had to stop and kiss the third baseman (his wife) each time he passed! The grand climax came when Ray Schaefer hit a grand slam home run. That was the game for her team and sent me pitching leashed to the showers.

"The day ended with another grand feast from chef Len Schaefer and everyone made plans to have many more outings together before the picnic season ended."



Get ready! Get set! Go! Children of managers and assistant managers from northern New Jersey stores anxiously await the signal to begin the big race at a picnic for Kresge management.

Regular Suggestion Awards

No.	Name	Store	Date	Subject	Awarded	Date
Central Region						
F3429	H. E. Garrison	698	7	New tag sign	\$ 5	8 10
E18962	Wanda Moore	107	1	Check-out register form	\$ 5	1
F14155	Andrew Egan	653	1	Business signs	\$ 5	1
F3251	Marjorie Burdett	107	14	Line identification	\$ 10	100
E3481	Kathleen Benish	608	1	Fountain improvement	\$ 5	1
F3248	Gladys Butler	147		Tank home change	\$ 1,000	
Eastern Region						
F1323	Beth Mary Menah	408	2	Furniture tips package	\$ 5	10
F12265	Bruce Shearer	128	109	Advertising new stores	\$ 5	3,175
F12116	Heather Thall	103	1	Revised "Employee" sheet	\$ 5	1
F12236	Therese Hudson	68	1	Sheddy package change	\$ 5	1
F28979	Beatrice Chang	1209	1	Import bins marked	\$ 5	1
Midwestern Region						
G146	Robert Thurnham	244	1	"Civil War" Sale	\$ 5	5
F9864	Nanci Long	143	3	Sheddy markings	\$ 5	20
F1481	Heleen Slooper	71	1	Lyette's pre-order improvement	\$ 1	1
F14155	R. E. Lander, Jr.	677	1	Cards—"special sale" stamped	\$ 5	70
F23440	Alyssa Von	286	4	Shade inventory improvements	\$ 20	61
F2344	John Kline-Wood	68	12	Children's clip-on gloves	\$ 5	100
F23702	Ann Winslow	8	27	Glasses pricing	\$ 5	100
F2380	Ann Winslow	1	38	New standing eye	\$ 5	100
F23803	Frances Mosher	140	14	Towel bars improved	\$ 5	20
F23827	John Kline-Wood	286	12	Shade identification	\$ 5	100
F23828	Wesley Williams	286	12	Carton improvement	\$ 5	200
F23829	Wesley Williams	286	12	Shade improvement	\$ 5	270
F23836	Wesley Williams	286	12	Transcendence game rules	\$ 5	270
F23838	Wesley Williams	286	12	Krakay sets improved	\$ 5	280
F24874	Margaret Smith	106	1	Lingerie reviews	\$ 5	2
Southern Region						
G7176	Jack M. Hall	749	36	Credit customer night	\$ 5	513
F19494	John Spinnell	756	1	Special "Florida" sale	\$ 5	5
F24055	D. L. Henshaw	61	3	Form 613 improvement	\$ 5	10
Kresge Warehouse, Detroit Office						
G1357	Roger Lindsay	K.W.	7	Package removal method	\$ 10	75
F13570	Max R. Miller	K.W.	1	K.W. House codes	\$ 10	10
GO	Ian Davidson	D.O.	1	Lay-outs—grid hand paper	\$ 5	5

Topnotchers

(\$25 earned paid after five regular stores.)

Name	Store
Patricia Rosenkrantz	(1) 607
Wesley Williams	(7) 286

Will parties holding the following suggestion status please contact the Suggestion Secretary and identify themselves:

F14707—Mailed from Taylor, Mich.
E45537—Mailed from Store 611.

Merit Certificates

Name	Store	Amd.
Mary Roma Hansen	58	\$5
Margaret Howe	567	5
Elizabeth Kelly	8	5
Katheryn Oldfield	297	5
James Sutherland	376	5
Ida Underwood	425	5
Richard I. Weiss	275	5
Johnnie Whittle	128	5
Wesley Williams	286	5